

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application. Where claims have been amended and/or canceled, such amendments and/or cancellations are done without prejudice and/or waiver and/or disclaimer to the claimed and/or disclosed subject matter, and Applicant reserves the right to claim this subject matter and/or other disclosed subject matter in a continuing application or otherwise.

1. (previously presented) A computer implemented method for configuring one or more products over a computer network, the computer implemented method comprising:

storing product parameter data and a pricing algorithm on a data storage device such that the data storage device is accessible by a product parameter identifying and pricing computer and a user interface device connected to said computer network;

displaying on said user interface device a graphical user interface (GUI) comprising representations of said product parameter data obtained from said data storage device over said computer network;

creating a request over said computer network for a branded product wherein a user designates features for said branded product by selecting product parameter data displayed by the GUI and submits said features to said product parameter identifying and pricing computer over said computer network;

separating said request for a branded product using said product parameter identifying and pricing computer into at least an item, a process and an artwork;

identifying one or more item parameters, one or more process parameters, and one or more artwork parameters using said product parameter identifying and pricing computer;

applying said pricing algorithm using the product parameter identifying and pricing computer to assign a price to the branded product, wherein the price is dynamically generated using one or more item parameters, one or more process parameters, and one or more artwork parameters identified using said product parameter identifying and pricing computer;

linking said one or more item parameters, said one or more process parameters and said one or more artwork parameters using said product parameter identifying and pricing computer;

dynamically generating a product identifier using the product parameter identifying and pricing computer when the product is sourced, quoted or ordered, wherein the product identifier is defined by a combination of the product's one or more item parameters, one or more process parameters, one or more artwork parameters and said price; and

branding the product as requested using the product parameter identifying and pricing computer, wherein the product is identified by the product identifier.

2. (previously presented) The method of claim 1 wherein separating the product further comprises supplying an item template.

3. (previously presented) The method of claim 1 wherein separating the product further comprises supplying a process template.

4. (previously presented) The method of claim 2 wherein separating the product further comprising creating an item definition page based on the item template.

5. (previously presented) The method of claim 3 wherein separating the product further comprises creating a process definition page based on the process template.

6. (canceled)

7. (previously presented) The method of claim 1 wherein the one or more item parameters comprise description information.

8. (previously presented) The method of claim 1 wherein the one or more process parameters comprise quantity break pricing information.

9. (canceled)

10. (canceled)

11. (previously presented) A computer implemented system for configuring one or more products over a computer network, the computer implemented system comprising:

- a data storage device hosting product parameter data and pricing data addressable on said computer network, and accessible by a remote user on a user interface device comprising a user input means and a display;

- a product parameter identifying and pricing computer comprising a branded product creation module operable to generate a graphical user interface (GUI), the branded product creation module comprising:

 - a GUI generation engine operable to generate a GUI representing product parameter data hosted on said data storage device and display said GUI on said display of said user interface device;

 - an ordering module operable to create a request over said computer network for a branded product wherein a user designates features for said branded product by selecting product parameter data represented by the GUI and submits said features to said product parameter identifying and pricing computer over said computer network;

 - a separating module operable to separate said request for the branded product into at least an item, a process and an artwork;

 - an identifying module operable to identify one or more item parameters, one or more process parameters and one or more artwork parameters;

 - a linking module operable to link said one or more item parameters, said one or more process parameters and said one or more artwork parameters;

 - a pricing algorithm used to assign a price to said branded product wherein the price is dynamically generated by said product parameter identifying and pricing computer using one or more item parameters, one or more process parameters, one or more artwork parameters;

 - a generating module operable to dynamically generate a product identifier when the product is sourced, quoted or ordered, wherein the product identifier is defined by a combination of the product's one or more item parameters, one or more process parameters, one or more artwork parameters, and price; and

 - a branding module for branding the product as requested, wherein the product is identified by the product identifier.

12. (previously presented) The system of claim 11 wherein the separating module further comprises an item template supplying module.

13. (previously presented) The system of claim 11 wherein the separating module further comprises a process template supplying module.

14. (previously presented) The system of claim 12 wherein the separating module further comprises an item definition page creation module operable to create an item definition page wherein the item definition page is based on the item template.

15. (previously presented) The system of claim 13 wherein the separating module further comprises a process definition page creation module operable to create a process definition page wherein the process definition page is based on the process template.

16. (canceled)

17. (previously presented) The system of claim 11 wherein the one or more item parameters comprise description information.

18. (previously presented) The system of claim 11 wherein the one or more process parameters comprise quantity break pricing information.

19-58. (canceled)